

Modern social, cultural and economic processes determine the diversity of human professional activity. Despite significant information and technological progress, in the structure of professional activity the priority is given to the professional type "man to man". A characteristic feature of the activities of specialists of this type is the direct interaction with other people. The ability to communicate is an important condition for the effectiveness of their professional interaction. Through interpersonal communication, professionals of the professional type "person-to-person" can establish communication, mutual understanding with students, patients, clients, team members, and thus achieve a positive result in the performance of their professional duties. It is necessary to take into account the most important specific features of the essence of professional communication. Professional communication involves not only the exchange of information, but also the establishment of emotional relationships of individuals, each of whom is an active subject in the process. It is a process of contact of speakers, which includes the exchange of information, perception and understanding of the companion, resulting in joint successful activities.

Pedagogical communication provides effective interaction of different subjects of the educational process, is an effective factor in its functioning because of the use of humanistic, individual and personality-oriented approach in its organization. The humanistic orientation of pedagogical communication between teachers and students, determines the priority of personal development of the child, and consists in ensuring a consistent attitude to the child as a conscious and responsible person who has the right to his own opinion, independent choice, use of unusual means to achieve goals, making extraordinary decisions. Manifestation of non-standard thinking, expressing one's own judgments and developing an individual style of communication with both adults and peers. The humanistic orientation is inherent in the interpersonal communication of all professionals, without exception, of the professional type "man to man" however, it is especially important for health care workers. Doctors, paramedics and nurses have to communicate with people who have depression and feel irritated by the

deterioration of their health, feel unexpected changes in their usual lifestyle and work, have long-term separation from family and friends during a hospital stay, and so on. Natural anxiety about one's life and state of health can cause various psychogenic reactions in patients, which significantly complicates the professional communication of a medical worker. Because the patient is not always able to control their own emotions, medical staff should competently, with knowledge of language ethics, psychology and ethics of interpersonal communication build a strategy of professional interaction at all stages of patient care.

Psychological and pedagogical, linguistic, sociological research proves that language etiquette is an original living mechanism, through which the goal of interpersonal communication is realized. It provides interaction of people from different social groups, regardless of their age (children, youth, middle-aged and older), from the type of professional activity (intellectuals, workers, peasants), from their educational level and place of residence, etc. Language etiquette is characterized by a holistic system of specialized functions:

- Politeness (connotative) - determines the manifestations of politeness in the interaction of all subjects of communication.
- Regulation (regulatory) - provides the choice of an adequate form of communication at the stage of establishing communication, determining the nature of the relationship between the addressee and the addressee.
- Influence (imperative, voluntary) - allows you to predict the verbal, gesture, activity reaction of interlocutors.
- Appellation (appealing) - helps to draw the attention of the interlocutor.

According to N. Formanovska, all the above functions of language etiquette are based on the communicative function of language.

Introduction of future professionals of the professional type "man to man" with the norms and rules of Ukrainian language etiquette, aimed at ensuring respect for the dignity of each person in the performance of their professional duties. Mastering the rules of Ukrainian language etiquette is a criterion for assessing the level of general and professional culture of the individual. While

studying in specialized educational institutions, students are acquainted with the rules of Ukrainian language etiquette and realize the need for their observance by each individual both in everyday life and in the performance of professional duties. The formation of readiness for the practical application of the rules of Ukrainian language ethics in interpersonal communication is due to the creation of communication situations, dialogues, study of texts, acquaintance with popular science works, etc. during training in institutions of higher education. Mastering the knowledge of Ukrainian language etiquette, future specialists in the field of education, health care and law and order, the sphere of providing various services master the rules of behavior of speakers, established, time-tested, customs of interpersonal verbal and nonverbal communication. By getting acquainted with the structural components of language etiquette, important among which are given to language signs, ethical formulas, symbols, as well as facial expressions and gestures as a single holistic system, future professionals of the professional type "man to man" acquire the ability to communicate effectively in different situations.

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